

# **Indianapolis Brewing Company and Excelsior Laundry advertisements S1881**

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This finding aid was produced using the Archivists' Toolkit

June 20, 2016

Describing Archives: A Content Standard

Rare Books and Manuscripts  
140 North Senate Avenue  
Indianapolis, Indiana, 46204  
317-232-3671

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## Summary Information

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<b>Repository</b>	Rare Books and Manuscripts
<b>Title</b>	Indianapolis Brewing Company and Excelsior Laundry advertisements
<b>Date</b>	circa 1878-1933
<b>Extent</b>	0.01 Cubic feet 1 folder
<b>Language</b>	English

### Preferred Citation

Indianapolis Brewing Company and Excelsior Laundry advertisements, Rare Books and Manuscripts,  
Indiana State Library

## Historical Note

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Founded in 1887, the Indianapolis Brewing Company, owned by an "English Syndicate", was the merge of three local businesses: the P. Lieber Brewing Company City Brewery, the Casper Maus Brewery, and the C.F. Schmidt Brewing Company. The company won medals for its Duesseldorfer beer at the Paris Exposition of 1900, the St. Louis World's Fair in 1904, and at Liege, Belgium in 1906. The company billed itself as a modern brewing, ranking among the largest and best in the world. Producers of Ozotonic and malt extract both before and during Prohibition, the company reincorporated in 1933 under the name of Indiana Breweries, Inc., but switched back to Indianapolis Brewing Company in 1935. According to the Indianapolis Encyclopedia (1994), the IBC closed its doors in 1948 when the president, Lawrence Barden, went to jail for short-filling bottles and the company went bankrupt. Brands produced by IBC include Gold Metal Beer, Tonica, Burgomaster, Derby, Pilsner Club, Indiana Club, October Ale, Derby, and Progress Beer.

Source:

Bodenhamer, David J., Robert G. Barrows, and David Gordon Vanderstel. The Encyclopedia of Indianapolis. Bloomington, Indiana University Press, 1994. p.349-350.

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## Historical Note

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Excelsior Laundry was established in 1878 by Major Taylor, a well-known businessman, and located on Capitol Avenue South in the Masonic Building. It was the first and oldest steam laundry in the state and employed around fifty people.

Source: "Service Shops", Indiana State Library, <http://www.in.gov/library/2486.htm>, accessed January 21, 2016.

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## Scope and Contents

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This collection includes four advertisements of similar sides, ads for Indianapolis Brewing Company on one side and ads for Excelsior Laundry on the reverse, created approximately sometime between 1878 and 1933.

## Arrangement

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This collection is arranged by subject.

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## Administrative Information

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### Publication Information

Rare Books and Manuscripts

### Conditions Governing Access

This collection is open for research.

### Conditions Governing Use

Legal title, copyright, and literary rights reside with Rare Books and Manuscripts, Indiana State Library, Indianapolis, IN. All requests to publish or quote from manuscripts must be submitted to Rare Books and Manuscripts.

### Custodial History

This collection was received by Rare Books and Manuscripts as a records transfer from the Program Collection on 1998/01.

### Accruals

No further additions are expected.

### Processing Information

Collection processing completed 2016/01/21 by Lauren Patton. EAD finding aid created 2016/01/21 by Lauren Patton.

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## Controlled Access Headings

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**Corporate Name(s)**

- Excelsior Laundry.
- Indianapolis Brewing Company.

**Genre(s)**

- Advertisements